

Savant eCommerce Amsterdam

Customer Centricity in the Digital Revolution

*Senior level eCommerce summit for advanced pure players and omnichannel retailers
in Europe*

24 - 25 April 2018 | W Amsterdam | Spuistraat 175, 1012 VN Amsterdam

Confirmed Speakers:

- ❖ Daniel Gebler, Chief Technology Officer, **Picnic**
- ❖ Glenn Abell, VP, Head of Global eCommerce, **LEGO**
- ❖ Nicky Claeyns, Chief Marketing Officer, **Domino's Pizza**
- ❖ Damien Poelhekke, Managing Director Benelux, **Made.com**
- ❖ Kasper Brandi Petersen, Founder, **Labfresh** & Board Member, **Modomoto**
- ❖ Steven Klooster, CEO, **TravelBird**
- ❖ David Greenfield, Global Head of Consumer Obsession & Digital Marketing, **Philips**
- ❖ Rutger Zonneveld, Sector Leader & Board Member, **Google**
- ❖ Auke van Alberda, Marketing Director Europe, **Clarks**
- ❖ Oscar Diele, Owner & Director of Marketing, **Flinders**
- ❖ Ernst Hoestra, Managing Director Commerce, **Startupbootcamp**
- ❖ Max Amordeluso, EU Lead Evangelist, **Amazon Alexa**
- ❖ Max Klijnstra, co-founder, **Otrium**
- ❖ Roel Hermens, Co-founder & Head of Development, **Beerwulf**
- ❖ Gertin Schraa, Global lead eCommerce, **Philips**
- ❖ Ulrich Bartholomäus, Managing Director, **Stylight**
- ❖ Thomas Stegelmann, Director of Digital Communication and eCommerce, **DENHAM**
- ❖ Elmer Hiemstra, Customer Service Manager, **Bol.com**
- ❖ Janina Vriesekoop, Innovation & Digital Manager, **Heineken**
- ❖ David Bloeming, Team Manager Digital, **Heineken**
- ❖ Ruben Klerks, Social Media Manager, **KLM**
- ❖ Nancy Ferreira de Rocha, Senior Localization Program Manager, **TNT**
- ❖ Jesse Weltevreden, Professor Digital Commerce, **Amsterdam University of Applied Sciences**
- ❖ Herman Holterman, Chief Technology Officer, **De IJsvogelgroep (petsplace.nl)**
- ❖ Peter van der Heijden, Digital Marketing, **De IJsvogelgroep (petsplace.nl)**
- ❖ Peter Burggraaff, Associate Director, **BCG**
- ❖ Gino Thuij, Research Consultant
- ❖ Daan Bolder, Managing Partner, **Braingineers**
- ❖ James Palmer, Director of Sales EMEA, **Smartling**
- ❖ Sacha Wilson, Director of Sales EMEA, **Avalara**
- ❖ Oliver Bogatu, VP Sales, **Astound Commerce**
- ❖ Disney Yapa, Territory Manager Northern Europe, **ContentSquare**
- ❖ Anoop Vasisht, Vice President, **Dynamic Yield**
- ❖ Hazjier Pourkhalhali, Global Head of Strategy, **Optimizely**
- ❖ Daniel Markus, Founder, **ClickValue**
- ❖ Luuk de Jager, Regional Director Europe, **NMQ Digital**

Day 1 | In Their Shoes - Customer Centricity along the Customer Journey

08:00	Registration & Coffee
The Future of E-Everything	
09:00	Welcome by Savant Events and Chairperson <i>Peter Burggraaff, Associate Director, BCG</i>
09:15	Inspirational Keynote Voice: The emerging channel and its impact on eCommerce <ul style="list-style-type: none"> • What does Amazon predict the future of voice to be? How does Amazon see Voice integrating into daily life? • How is voice going to impact retail, and what does this mean for eCommerce players and their omnichannel strategy? <i>Max Amordeluso, EU Lead Evangelist, Amazon Alexa</i>
09:45	Expert Keynote Keeping up with your consumers and not The Red Queen: Alice in Wonderland and the Digital Renaissance <i>David Greenfield, Global Head of Consumer Obsession & Digital Marketing, Philips</i>
10:10	Case Study Speaking in the language of the customer: enabling your business to harmoniously personalise and localise across markets and across all aspects of the business <ul style="list-style-type: none"> • The most important factors for to consider when translating/localising for the first time • How to leverage data to inform your multilingual content strategy • How TNT leverages technology to significantly improve their time to market and gain efficiency <i>James Palmer, Director of Sales EMEA, Smartling & Nancy Ferreira de Rocha, Senior Localization Program Manager, TNT</i>
10:40	Networking & refreshments break
[The Browsing] : Omnichannel Evolution	
11:15	Case Study Personalizing the Pets Place Customer Experience With Dynamic Yield <i>Anoop Vasisht, Vice President, Dynamic Yield & Herman Holterman, CTO, and Peter van der Heijden, Digital Marketing, Petsplace.nl</i>
11:45	Keynote A trip down Domino's customer journey: the Pizza giant's evolution to a full omnichannel experience <ul style="list-style-type: none"> • The internal restructuring of Dominos to enable omnichannel functionality • Enabling interaction and engagement with audiences, across whichever channel, and via whichever means • Changing the customer journey to meet and serve the customer where, when and however they want <i>Nicky Claeys, Chief Marketing Officer, Domino's Pizza</i>
12:10	Innovation Spotlight Making Tax Digital when Selling Globally <i>Sacha Wilson, Sales Director EMEA, Avalara</i>

12:20	<p>Market Leader Keynote Hello KLM: How KLM uses the best of humans and technology to talk with her passengers on chat and voice</p> <ul style="list-style-type: none"> Engaging customers with a warm, personal feel, whilst being where the customers are - on social media. What the importance of a conversation with your customers is A discussion of the conversational phases: <ul style="list-style-type: none"> phase 1 - Flight info, AI, and BB... phase 2 - Voice <p><i>Ruben Klerks, social media manager, KLM</i></p>
12:50	<p>Lunch & Networking Time Private lunch with Dynamic Yield</p>
<p>[The Buying] : Customer Insights & Conversion</p>	
14:00	<p>Thought Leadership Digital business development: Chances & Challenges in eCommerce Internationalization Strategies</p> <p><i>Oliver Bogatu, VP Sales, Astound Commerce</i></p>
14:20	<p>Retailer Keynote Tailoring to their tastes: Invigorating your customer service & personalisation strategy through using data smarter</p> <ul style="list-style-type: none"> Now that you have the customer's data, what's next? Creating a 360° view of your customers through optimising the gathering and interpretation of customer data, and applying it to provide personalised and excellent customer service The value and limits of chatbots in customer service - with insights from Billie at Bol.com Getting creative with ways to leverage customer data to better help customers and enhance their experience <p><i>Elmer Hiemstra, customer service manager, Bol.com</i></p>
14:45	<p>Innovation Roundtables</p> <div style="display: flex; align-items: flex-start; margin-bottom: 10px;"> <div style="background-color: #ffff00; border-radius: 10px; padding: 5px; margin-right: 10px; text-align: center;"> Innovation RT #1 </div> <div> Discussing the three drivers for successful conversion optimization programmes - with Daniel Markus, founder, ClickValue </div> </div> <div style="display: flex; align-items: flex-start; margin-bottom: 10px;"> <div style="background-color: #ffff00; border-radius: 10px; padding: 5px; margin-right: 10px; text-align: center;"> Innovation RT #2 </div> <div> Scaling Your Experimentation & Personalization Programs - with Hazjier Pourkhalkhali, Global Head of Strategy, Optimizely </div> </div> <div style="display: flex; align-items: flex-start; margin-bottom: 10px;"> <div style="background-color: #ffff00; border-radius: 10px; padding: 5px; margin-right: 10px; text-align: center;"> Innovation RT #3 </div> <div> Disrupt conversion myths: personalization? content? Killer App?...or just clever homework - with Oliver Bogatu, VP Sales, Astound Commerce </div> </div> <div style="display: flex; align-items: flex-start;"> <div style="background-color: #ffff00; border-radius: 10px; padding: 5px; margin-right: 10px; text-align: center;"> Innovation RT #4 </div> <div> Optimally managing your moments of change, when confronted with challenges related to the growth of your digital activities - with Luuk de Jager, Regional Director Europe, & Dilo Kruyswijk, CEO, NMQ Digital </div> </div>
15:35	<p>Networking Break & Refreshments</p>
<p>[...and Beyond] : Customer Engagement & Experience</p>	

16:00	<p>Thought Leadership How Experimentation turns Customer Experience into a Competitive Advantage:</p> <ul style="list-style-type: none"> • Understand how technological drivers are turning experimentation into a critical competitive advantage • Learn the key management responsibilities and pitfalls when transforming into a culture of experimentation • Gain insights from powerful case studies and the world's largest experimentation benchmark <p><i>Hazjier Pourkhalkhali, Global Head of Strategy, Optimizely</i></p>
16:20	<p>Executive Panel: Competing in the Attention Economy: Engaging customers through marketing campaigns that win your customer's attention and loyalty</p> <ul style="list-style-type: none"> • Where, when and how to engage customers online and offline • Creating a coherent, cross-channel marketing campaign that keeps customers engaged with your brand, especially in a social-media driven world • How to select the right innovations and campaigns to invest in, to generate long-term ROI • What are KPI's of a successful engagement campaign? <p><i>Oscar Diele, Owner & Director of Marketing, Flinders</i> <i>Auke van Alberda, Marketing director Europe, Clarks</i> <i>Ulrich Bartholomäus, Managing Director, Stylight</i> <i>Moderator: Daan Bolder, Managing Partner, Braingineers</i></p>
17:10	<p>Market Leader Keynote Through Google's eyes: Insights, predictions and possibilities of the future of eRetail</p> <ul style="list-style-type: none"> • What customer-centricity in the future will mean, and require • How retailers should innovate and adapt to the future of retail, both online and offline • The tech trends that are going to disrupt and drive eRetail in the decade to come • How Google predicts that customers will engage with retailers in the future <p><i>Rutger Zonneveld, Sector Leader & Board Member, Google</i></p>
17:40	Chairperson's closing remarks
17:45	Official Savant Drinks Reception for all attendees

Day 2 | Becoming a business that embodies customer-centricity in a digital and data-driven landscape

08:00	Registration
Doing Digital Right	
09:00	<p>Welcome by Chairperson</p> <p><i>Jesse Weltevreden, Professor Digital Commerce, Amsterdam University of Applied Sciences</i></p>
09:15	<p>Inspirational Keynote AI-driven Customer Centricity: Using AI & data to structure all aspects of your business around the customer</p> <ul style="list-style-type: none"> • What an AI-first business model entails, and why it is the model of the customer-centric future

	<ul style="list-style-type: none"> • How to optimally use customer data to improve business processes and be as flexible as needed to withstand the impact of rapid expansion • How to structure your supply chain to meet the ever-growing customer demands <p><i>Daniel Gebler, CTO, Picnic</i></p>
09:45	<p>Keynote Keepin' it simple: The beauty in simplifying your customer proposition to maintain a lean, sustainable offering</p> <ul style="list-style-type: none"> • Building personalised customer relationships that are meaningful • Creating, and sustaining a unique and simplified customer proposition <p><i>Steven Klooster, CEO, TravelBird</i></p>
10:10	<p>Retailer Case Study Demystifying Digital: Innovation, AI, and Digital Transformation</p> <ul style="list-style-type: none"> • The value and possibilities of using AI, chatbots, and image recognition in your digital strategy • Motivating staff and changing the organisational culture through innovation, technologies, and incentives <p><i>Janina Vriesekoop, Innovation & Digital Manager, & David Bloeming, Team Manager Digital, Heineken</i></p>
10:40	<p>Networking and refreshment break</p>
<p>Digital Transformation & your Business Strategy</p>	
11:20	<p>Power to the People!: Taking data insights out of the ivory-towers of analytics departments and democratizing it, by putting it in the hands of front-line employees</p> <p><i>Disney Yapa, Territory Manager Nordics, ContentSquare</i></p>
11:30	<p>Keynote From Transactional to Experiential: The journey to finding your niche in a competitive digital landscape</p> <ul style="list-style-type: none"> • Transforming digitally to position your company & brand to be experience-driven • Ensuring that your digital strategies are flexible and adaptable to the ever-evolving customer shopping journey • Evolving digitally to live harmoniously in an environment of marketplace juggernauts <p><i>Glenn Abell, VP, Head of Global eCommerce, LEGO</i></p>
12:00	<p>Panel Don't be a dinosaur: Stimulating a culture of innovation in your organisation, to avoid getting stuck in the past</p> <ul style="list-style-type: none"> • How to move from a traditional to innovative and agile way of working • Motivating staff to be inspired, innovative, and adaptive • Learning about the experiences, best-practices, and bumps in the road of transforming to a digital and innovative business model <p><i>Glenn Abell, VP, Head of Global eCommerce, LEGO</i> <i>Roel Hermens, Co-founder & Head of Development, Beerwulf</i> <i>Gertin Schraa, Global lead eCommerce, Philips</i> <i>Thomas Stegelmann, Director of Digital Communication and eCommerce, DENHAM</i> <i>Moderator: Gino Thuij, research consultant</i></p>
13:00	<p>Lunch & Networking Break for all Delegates Private lunch with Salesforce Commerce Cloud</p>
<p>Leveraging the eCommerce ecosystem</p>	

14:20	Surprise interactive session - with <i>Jesse Weltevreden, Professor Digital Commerce, Amsterdam University of Applied Sciences</i>
14:30	<p>Panel Learning from the new kids on the block: Leveraging the startup ecosystem around you, to develop your business goals</p> <ul style="list-style-type: none"> • Learning from startups to invigorate a startup mindset in your organisation • Creating new partnerships via networks to expand your business horizons • Merging the best practices from startups and established business <p><i>Daniel Gebler, CTO, Picnic</i> <i>Kasper Brandi Petersen, Founder, Labfresh & Board Member, Modomoto</i> <i>Ernst Hoestra, Managing Director Commerce, Startupbootcamp</i> <i>Max Klijnstra, co-founder, Otrium</i> <i>Moderator: Gino Thuij, research consultant</i></p>
15:25	<p>Retailer Keynote Innovation & Influencers: Learning from Made.com's international influencer strategy and how to crowdsource innovation</p> <p>A discussion of innovative methods of gathering new ideas, and democratizing the product development process to stay competitive and commercialise traditionally difficult ideas Leveraging your customer, influencer, and partner ecosystem to build your brand and offering The value, and shortfalls, of using influencers in your online campaigns</p> <p><i>Damien Poelhekke, Managing Director Benelux, Made.com</i></p>
15:55	Chairperson's closing remarks
Refreshments Conference Close	

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